

Mid-Season Sale of Silks and Dress Goods

Begins Monday

A SALE of Silks and dress goods such as the women of this city and vicinity have rarely, if ever, had the opportunity of taking part in. Embracing, practically, our entire stock—thousands of dollars' worth of the very best, and most wanted qualities. Representing, actually, the VERY GREATEST VALUES ever known in El Paso.

This is a Silk and Dress Goods Sale marked by intelligent preparations. The fabrics offered are the choice products of the best manufacturers of the old and new world and are very carefully selected. It is a great merchandising event into which we have put a world of work and thought. For weeks we have been preparing for this Great Sale and have had Monday before our mind's eye. The unexcelled prices have always been our rule, and Monday we will more than demonstrate this truth. The unprecedented values offered, are due to the magnitude of our purchases, and will prove an opportunity unequalled. Anything like an adequate description of the numberless styles and qualities is impossible. In both popular priced and finer grades the concessions are so tempting that every patron who investigates will be compelled to buy a season's supply. Come early; sale begins at 8 o'clock and we have engaged extra help for this event.

Extra Special No. 1 65¢ Silks at 29¢

50 pieces of fancy messaline and dress silks in a splendid range of colors and designs, every piece of which is worth 65¢ a yard. See Mesa Ave. window display of this fabric at a yard **29¢**
(Limit 1 dress pattern to customer)

Extra Special No. 2 \$1.50 Suitings 89¢

Full 54 inch woolen suitings in many beautiful novelty mixtures and plain fabrics. Every piece in the lot worth \$1.50 a yard in a regular way. While the lot lasts in the Mid-Season Sale, it goes at, a **89¢** yard
(See Mesa Ave. window display).

Extra Special No. 3 Wool Challies 49¢

Over one hundred designs of beautiful all wool French Challies, so much in demand for dresses, kimonos, waists and sacques. A fabric that will launder handsomely. This is a regular 75¢ value that is offered in the Mid-Season Sale at, yard, only **49¢**

Read these Values that Outrank Anything You Have Ever Heard Of:

The Black Silks

\$1.00-36 inch guaranteed black taffeta 67¢
\$1.00-36 inch soft black messaline 67¢
36 inch heavy black satin Francaise \$1.85
\$2.50-36 inch black chiffon Faille \$1.85
\$1.25-36 inch guaranteed peau de soie 85¢
\$1.75-36 inch double faced peau de soie \$1.35
\$1.50-36 inch heavy black messaline \$1.15
36 inch Cheney's black wash taffeta \$1.25
\$2.00-36 inch heavy all silk serge \$2.69
\$1.50-36 inch heavy black moire \$1.15
36 inch Tuxedo guaranteed taffeta 89¢
36 inch all silk serge for tailored dresses for \$1.35
\$1.50-36 inch guaranteed chiffon taffeta \$1.15
\$2.00-36 inch heavy corded coat silks \$1.59
22 inch heavy Bengalines for trimmings \$1.39
22 inch Armour mourning silks 89¢
22 inch Gros Grain silks for 89¢
27 inch all silk messaline for 69¢
24 inch all silk messaline for 49¢
20 inch chiffon Faille at a yard 89¢
22 inch heavy black peau de soie 89¢
26 inch heavy satin duchess \$1.35
44 inch black crepe meteor \$2.75
20 inch chiffon Faille, a yard 89¢
50¢ black China silk, yard 39¢

Extra Specials

BLACK CHIFFON TAFETTA—Full yard wide, guaranteed yarn dyed. A splendid value at \$1.00 yard. Mid-Season Sale **67¢**
ALL SILK MESSALINE—24 inches wide—a beautiful, heavy quality in a hundred shades to choose from. Mid-Season Sale, a yard **49¢**
SATIN CHARMEUSE—42 inches wide, in a full range of street and evening shades. A handsome, soft, drapery quality worth \$2.00 a yard. Mid-Season sale, a yard **\$1.39**

The White Silks

22 inch all silk Bengaline, yard \$1.39
24 inch white Bengaline, yard 89¢
36 inch white Messaline 89¢
36 inch white satin Francaise \$1.85
20 inch chiffon Faille, a yard 89¢
25 inch all silk messaline 49¢
27 inch all silk messaline 69¢
\$2.00-42 inch crepe meteor, yard \$2.75
\$2.00-42 inch satin charmeuse \$1.39
\$3.00-36 inch heavy white brocaded satin \$2.75

Colored Messalines

36 inch heavy quality messalines 95¢
27 inch beautiful finish messalines 69¢
24 inch messalines in 100 shades 49¢
\$1.00-27 inch heavy French messaline 89¢
22 inch satin Francaise \$1.15
36 inch satin Francaise in a beautiful quality, in all the desired shades, \$1.85

Trimming Satins, Dress Silks & Chiffons

\$1.00 36 inch Belding's guaranteed trimming 89¢
\$1.50 36 inch Skinner's trimming satin \$1.29
36 inch all silk trimming, yard \$1.39
24 inch all color satin trimming 45¢
DRESS SILKS AND CHIFFONS.
\$3.42 inch crepe meteor, all colors \$2.75
42 inch crepe meteor, beautiful quality \$1.89
\$2.42 inch satin charmeuse, yard \$2.75
\$3.42 inch brocaded charmeuse, yard \$2.75
\$4.50-44 inch brocaded charmeuse, yard \$4.05
\$3.50-44 inch brocaded charmeuse, yard \$3.15
44 inch heavy chiffon cloth, yard \$1.35
\$1.50-44 inch Madame Butterfly chiffon cloth \$1.35
44 inch crepe chiffon, all colors \$1.15
\$2.00-44 inch embroidered chiffon, party shades \$1.79
\$1.00 chiffon faille in street shades 89¢
\$1.00 Premier chiffon taffeta, soft quality 85¢
27 inch China silk in all colors 39¢
\$2.45 inch crepe de chine, all colors \$1.85
\$1.25-27 inch fancy chiffon taffeta \$1.39
\$1.25-27 inch fancy silk messalines 89¢
\$1.00-26 inch fancy taffetas and messalines 59¢
36 inch Cheney's heavy wash taffeta \$1.35
\$2.50-36 inch reversible tailored silk suitings, in plain and two-tone effects \$2.19
30 inch corded silk suiting, yard \$1.59
\$2.00-25 inch velvet cord suiting \$1.79
25 inch Pompadour messaline, yard 95¢
\$1.50-24 inch Dolly Varden chiffon taffeta \$1.35
75¢ Cheney's kimono silks (50 designs) 49¢
\$1.00-27 inch all silk serge, street colors 89¢
27 inch silk mulls, plain and dotted 22¢
75¢-20 inch all silk messalines, yard 43¢

Velours, Velvets and Corduroys

\$5.00-45 inch chiffon velours, street and reception shades \$4.45
\$4.00-45 inch brocaded velvet coating in black, \$3.59
\$4.00-45 inch chiffon velour, a yard \$3.59
\$5.00-45 inch velour in black \$4.45
\$1.00-24 inch costume velvet, yard 89¢
\$1.00-20 inch Paeon velvet, yard 93¢
27 inch whip corduroy, all shades 69¢
\$1.50-27 inch two-tone corduroy \$1.15

New Arrivals in Blanket Reversible Coatings, 54 inches wide, \$2.50 to \$5.00 Yd.

Specials in Broadcloths

\$3.00-54 inch, sponged and shrunk chiffon broadcloth at, a yard \$2.19
\$3.50 and \$4.00-54 inch sponged and shrunk imported chiffon broadcloth in the season's best shades. Yard \$2.95
\$1.50-54 inch chiffon broadcloth in pastel shades at, a yard 89¢
\$1.25-54 inch sponged and shrunk broadcloth at, a yard 89¢

The New Coatings

54 inch black and white bearskin \$2.29
\$5.00-54 inch black plush \$4.15
\$5.00-54 inch black astrakhan \$4.15
54 inch white and red astrakhan \$2.29
24 inch plush in all shades \$1.98

Linings Reduced

15¢ percale in all colors 12 1/2¢
20¢ spun glass, all colors 18¢
20¢ sateen in all colors 18¢
25¢ sateen in all colors 22¢
35¢ sateen in all colors 32¢

Visit Our Dressmaking Parlors Under the Direction of Mrs. J. B. Cass, Fifth Floor, Little Caples Building.

Extraordinary Values in Dress Goods

\$12.50-5 yd. pattern of exclusive imported woolen novelties, for \$7.95
\$15.00-5 yd. pattern for only \$9.95
\$18.00-5 yd. pattern for only \$11.95
\$20.00-5 yd. pattern for only \$13.95
\$25.00 and \$30.00-5 yd. pattern for only \$16.95
\$30.00-54 inch heavy novelty coatings \$1.98

Values to 75¢ at 45¢ Yard

36 inch all wool albatross 75¢
36 inch all wool nunsvelling 75¢
All wool French serge, yard 75¢
All wool storm serge, yard 75¢
65¢-40 inch novelty stripe serge 45¢
65¢-40 inch whip cords, yard 45¢
65¢-40 inch wool Henrietta 45¢
75¢-50 inch navy and black panama 45¢
40 inch Scotch plaids, yard 45¢
75¢-44 inch novelty mixed suitings 45¢
65¢ all wool French flannels 45¢
65¢ novelty striped mohairs 45¢
65¢-36 inch Zibeline mixtures 45¢
Black and white Shepherd checks 45¢

Values to \$1.75 at \$1.35 Yard

54 inch Heavy Coating Cheviot \$1.35
54 inch Novelty Zibelines \$1.35
54 inch Storm Serges \$1.35
54 inch Whipcords \$1.35
54 inch Cream Serges \$1.35
54 inch Bedford Cord \$1.35
54 inch Diagonal Suitings \$1.35
54 inch Two Tone Whipcords \$1.35
54 inch Vigereaux Suitings \$1.35
54 inch Shepherd Checks \$1.35
54 inch Herringbone Suiting \$1.35
42 inch Lansdown Suiting \$1.35
42 inch Silk Warp Henrietta \$1.35
54 inch Heavy Mixed Suiting \$1.35
54 inch Fancy Cheviots \$1.35

Complete Showing of Furs

EACH fur thoroughly guaranteed for service and reliability. We call especial attention to the fur sets in Jap Mink, Black Fox and Coney, priced at \$15, \$19.50, \$24.50, \$29.50, \$37.50 and up. These we will sell in sets or break them and sell separate pieces.

Red Fox Sets at \$135.00
Mole Sets at \$115.00
White Fox Sets at \$149.50
Cross Fox Sets at \$275.00
Mink Sets at \$225.00
Ermine Sets at \$500.00
Children's Fur Set \$1.25 to \$22.50

Values to \$1.50 at 89¢ Yard

44 inch Diagonal Suitings 89¢
44 inch All Wool Henrietta 89¢
48 inch French Serges, street shades 89¢
44 inch Novelty Vigereaux Suiting 89¢
50 inch navy and white Hairline Serge 89¢
50 inch black and white Hairline Serge 89¢
45 inch French Poplins 89¢
42 inch Imported Scotch Plaids 89¢
44 inch Novelty Skirtings 89¢
44 inch Mohair in all colors 89¢
44 inch All Wool Panamas 89¢
44 inch Boule Mixtures, yard 89¢
44 inch Novelty Zibelines 89¢
54 inch Cream Serge, \$1.25 value 89¢
\$1.50 54 inch Black Basket Weave 89¢
\$1.50 54 inch Novelty Mixed Suiting 89¢
\$1.50 54 inch Basket Weave Suiting 89¢

Values to \$2.25 at \$1.79 Yard

54 inch French Serge \$1.79
54 inch Heavy Suiting Serges \$1.79
54 inch Novelty Bedford Cord \$1.79
54 inch White Whipcords \$1.79
54 inch Heavy Cheviots \$1.79
54 inch Hairline Suitings \$1.79
54 inch Boule Mixtures \$1.79
54 inch Chinchilla Novelties \$1.79
54 inch Heavy Tailoring Serges \$1.79
54 inch Diagonal Suitings \$1.79
54 inch Ratine Suitings \$1.79
54 inch Heavy Coatings \$1.79
54 inch Novelty Cheviots \$1.79

'Popular' Special \$4.95 Waists

This line shows models that should sell for \$7.50. Waists of messaline, taffeta, chiffon, Dresden silk, marquisette and many other materials. Hundreds of styles approved by Dame Fashion. Customers tell us they cannot find their equal elsewhere for less than \$8.50.
\$16.50 EXCLUSIVE STYLE WAISTS \$12.50

The Popular
DRY GOODS CO. INC.

Perfection in Tailored Coat Suits

At \$15.00, \$19.50, \$25.00 and \$29.50

THE best time for buying your suit is now, when stocks are the largest, collection more varied, and size assortment most complete. This condition is the result of large re-orders and recent large shipments of the latest styles which were received by express during the week just passed.

We direct your attention to the "Popular's" four special lines at \$15, \$19.50, \$25 and \$29.50—Demi-Tailored and Snappy Street Suits, the more dressy models with vests and collars of velvet or cloth in contrasting shades, also plain tailored suits for the more conservative. Materials are French Serge, Broadcloth, Bedford Cord, Eponge, Storm Serge, Zibelines, Diagonals, Whipcords and Novelty Mixtures. Suits that are worth far more than the "Popular's" special advertised prices.

Suits from \$50.00 Up at A Fourth Off

Velvet & Woolen Dresses \$12.45

Worth Ordinarily \$17.50 and \$20

VERY handsome and stylish models of excellent quality velvet. Made in one-piece styles. Neat Robespierre collars and long sleeves with lace at cuffs. Colors are lavender, purple, navy, brown and black. The woolen dresses are of Bedford cord, two-tone diagonal and serge. Ten or fifteen styles representing the latest fashion developments. Black and all the wanted shades. Trimmings are lace, velvet, fancy buttons, etc. A few Peter Thompson styles in the lot. All sizes. Exceptional values at \$12.45.

Coats at \$7.95, \$9.50, \$12.50, \$15.00, \$19.50 Up

COATS for every occasion. No such line was ever seen under one roof. There is such an air of elegance about them, such a sheer softness and depth of texture, such a surprising lightness of weight, many of the garments appealing inside and out. The late fashions in the new coat materials are really fascinating. One never before saw so many Caraculs, Zibelines, Chinchillas, Blanket Coats, Novelty Mixtures, Diagonals, Boucles, Broadcloths and Serges. Most of them have the warm, shaggy appearance. At the prices quoted above they are the best values we've ever offered.

